

What Is Claimed:

1. A liquid dish cleaning composition which comprises approximately by weight:
  - (a) 1% to 6% of a sodium salt of a C<sub>8</sub>-C<sub>16</sub> linear alkyl benzene sulfonate
  - 5 surfactant;
  - (b) 7% to 13% of a magnesium salt of a C<sub>8</sub>-C<sub>16</sub> linear alkyl benzene sulfonate surfactant;
  - (c) 8% to 14% of an ammonium or sodium salt of an ethoxylated C<sub>8</sub>-C<sub>18</sub> alkyl ether sulfate surfactant having 1 to 30 moles of ethylene oxide;
  - 10 (d) 8% to 14% of an ammonium or sodium salt of an ethoxylated alkyl ether sulfate surfactant having 5 to 10 moles of ethylene oxide;
  - (e) 3% to 10% of an amine oxide surfactant;
  - (f) 0.5% to 10% of at least one solubilizing agent; and
  - (f) the balance being water, wherein the composition has a pH of 3 to 7 and
  - 15 has a viscosity of 100 to 1,000 cps at 25°C using a #21 spindle at 20 rpm as measured on a Brookfield RVTDV-II viscometer.
2. The composition of Claim 2, wherein the composition also contains a hydroxy containing organic acid which is selected from the group consisting of orthohydroxy benzoic acid, citric acid, glycolic acid, acetic acid and lactic acid and
- 20 mixtures thereof.
3. The composition of Claim 1, wherein the composition also contains a preservative.
4. The composition of Claim 3, wherein the composition also contains a chelating agent.
- 25 5. The composition of Claim 1, wherein the composition contains a peroxide source.
6. The composition of Claim 1, wherein the composition contains polyethylene glycol.